PHILIP MORRIS U.S.A. INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: James Taylor DATE: February 21, 1991

FROM: Doron Stern

SUBJECT: Players Navy Cut Qualitative Research

Four focus groups and a series of one on one in-depth interviews have been scheduled in Los Angeles on March 25-27 to assess reactions to Players Navy Cut advertising. The sessions will be conducted among Camel and Marlboro King Size non-menthol smokers 18-34 years of age. The following outlines the schedule for these sessions:

Focus Groups Monday, March 25

6:00 PM Camel Filter smokers 18-24

8:00 PM Camel Lights smokers 18-24

Focus Groups Tuesday, March 26

6:00 PM Marlboro Reds/Marlboro Lights smokers 18-24

8:00 PM Camel Filter/Camel Lights smokers 25-34

One on one's Wednesday, March 27

Directions to the facility is attached for your convenience.

Distribution
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Source: https://www.industrydocuments.ucsf.edu/docs/zpmj0004